Présentation EGPE

Le 18 novembre 2008

Désintermédiation Réseaux & Media Snacking

Eric Scherer (AFP)

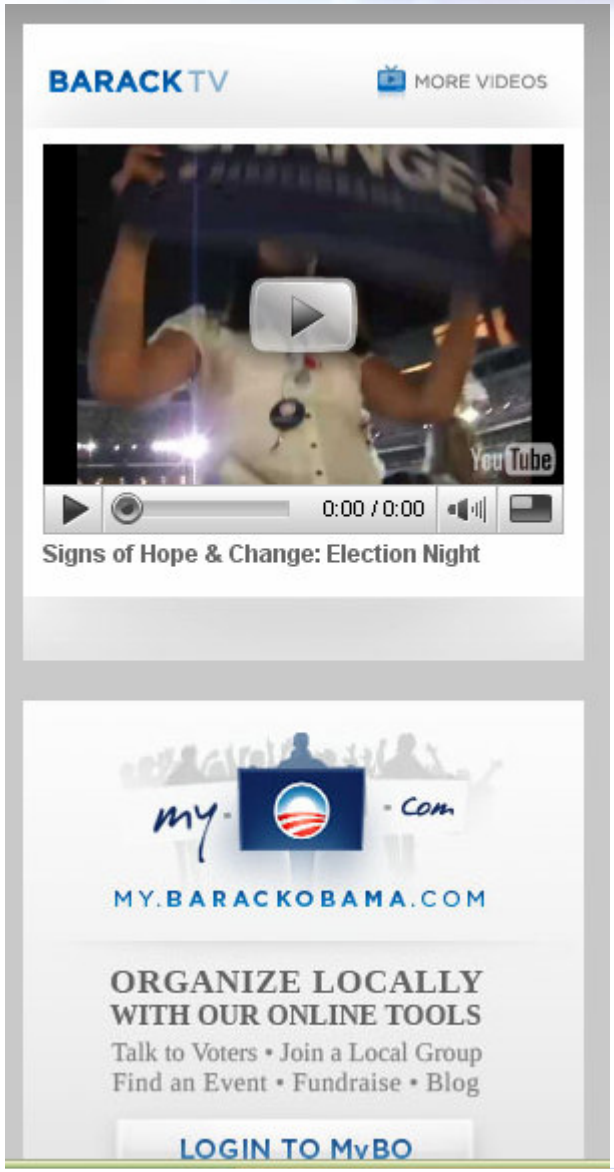
Nouvelle époque!

It's not just enough to change the players. We've gotta change the game.
Barack Obama

DESINTERMEDIATION: mode d'emploi

- 285,000 documents sur Google Images,
- 2,000 photos sur Flickr,
- 800 vidéos sur Google Video

Obama partout



twitter
Hey there! BarackObama is using Twitter.
Join today!
BarackObama
We just made history. All of this happened because you gave your time, talent and passion. All of this happened because of you. Thanks

OBAMA : 53.000 photos sur Flickr!

Barack Obama · Sets

Slideshow Share This

Election Night 11-04-08

Thumbnails | Detail | 179 comments | Make Stuff

82 photos | 2,537,729 views | Add a comment?

items are from between 04 Nov 2008 & 05 Nov 2008.

Obama remercie d'abord les internautes

De : Barack Obama [info@barackobama.com] Date : mer. 05/11/2008 06:56
À : Eric SCHERER
Cc :
Objet : How this happened

Friend --

I'm about to head to Grant Park to talk to everyone gathered there, but I wanted to write to you first.

We just made history.

And I don't want you to forget how we did it.

You made history every single day during this campaign -- every day you knocked on doors, made a donation, or talked to your family, friends, and neighbors about why you believe it's time for change.

I want to thank all of you who gave your time, talent, and passion to this campaign.

We have a lot of work to do to get our country back on track, and I'll be in touch soon about what comes next.

But I want to be very clear about one thing...

All of this happened because of you.

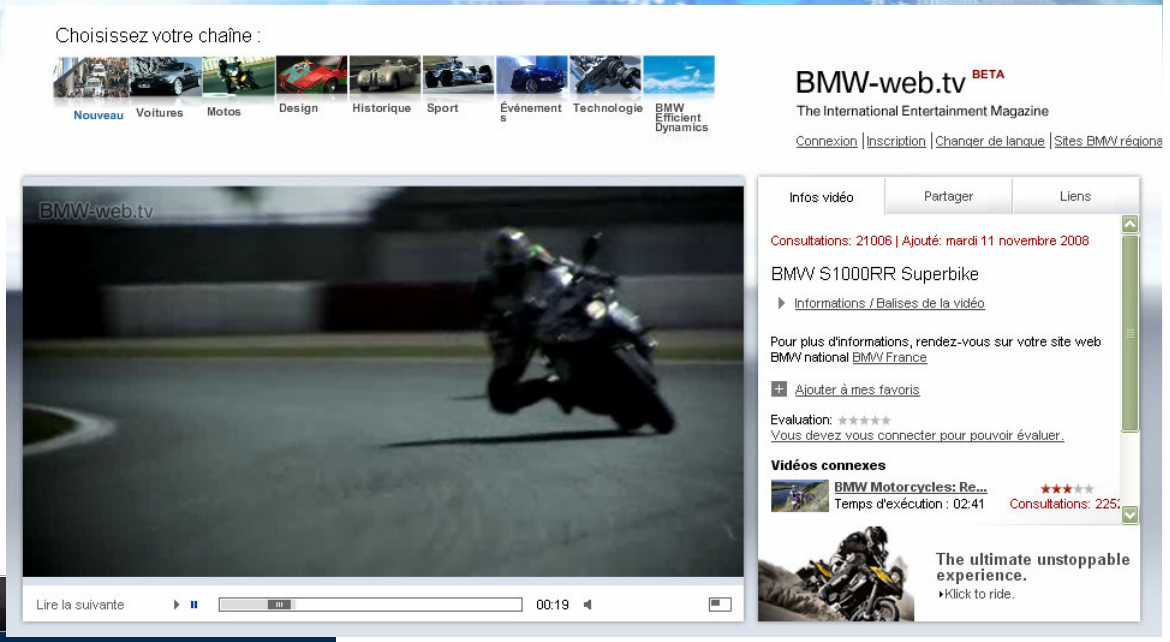
Thank you,

Barack

A YouTube Presidency

SATURDAY, NOVEMBER 15, 2008 | 66 DAYS UNTIL INAUGURATION
Email Address
Zip Code
SUBMIT
CHANGE.GOV
OFFICE OF THE PRESIDENT-ELECT
"Today we begin in earnest the work of making sure that the world we leave our children is just a little bit better than the one we inhabit today."
- President-elect Barack Obama
HOME
NEWSROOM
BLOG
LEARN
AGENDA
AMERICAN MOMENT
AMERICA SERVES
JOBS
ABOUT
SEARCH
YOUR WEEKLY ADDRESS
President-elect Barack Obama discusses the current economic crisis in a new web video.
WATCH the VIDEO
AN AMERICAN MOMENT
The story of this campaign is your story. It is about the great things we can do when we come together around a common purpose.
We want to hear your inspiring stories from the campaign and Election Day.
TELL US YOUR STORY
Your Weekly Address
THE NEWSROOM
UPCOMING EVENTS

Pas qu'en politique: Bud TV, BMW TV …



Comment en est-on arrivé là?

- **Les natifs numériques = 25% des pays riches**
- **La moitié du Canada est sur Facebook!**
- **MySpace: autant d'utilisateurs que d'Indonésiens! (+ de 200 mlns)**
- **10 millions d'iPhones**

"A 25 ans, les jeunes auront déjà passé plus de 30.000 heures sur Internet et les jeux vidéos".
(BusinessWeek)

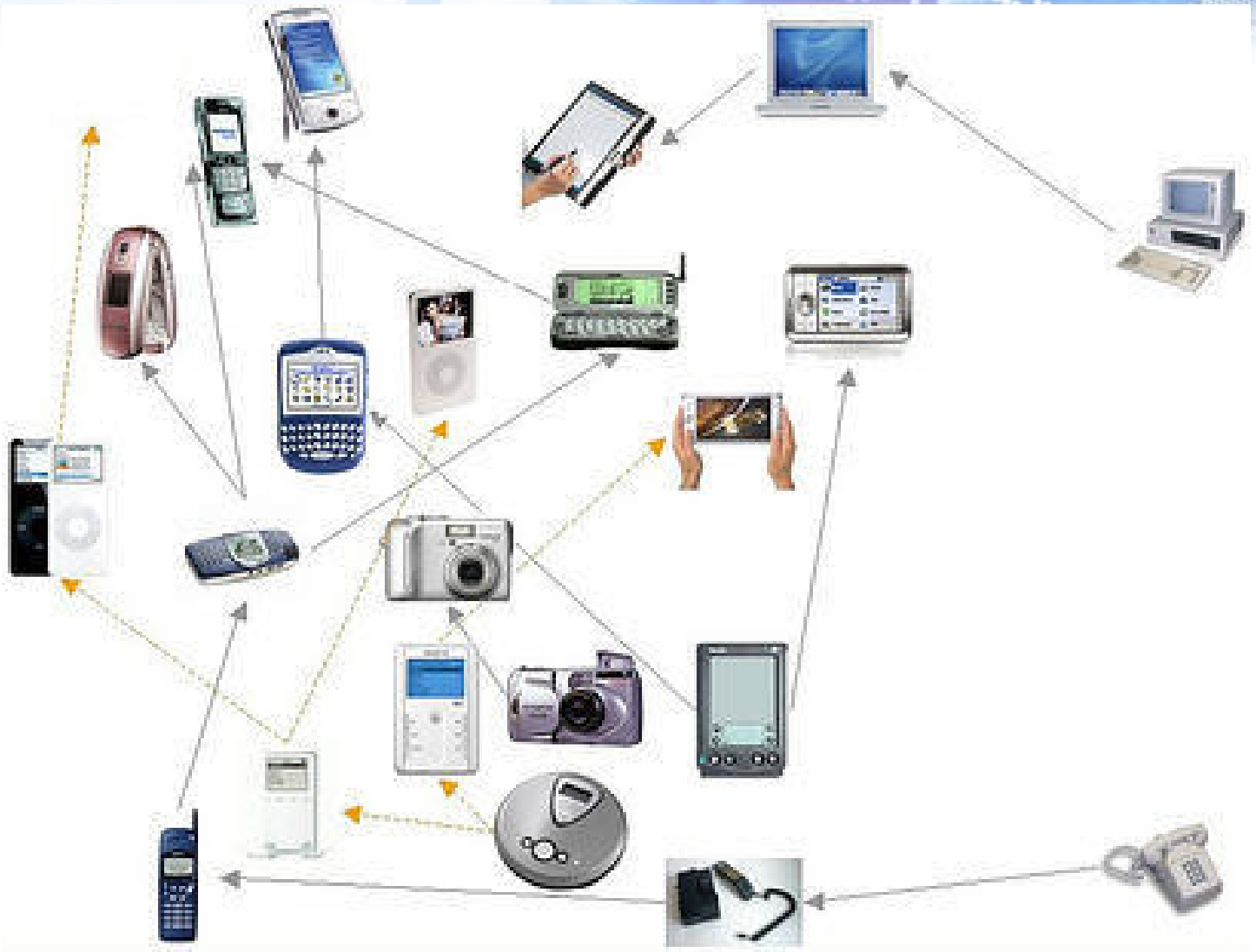
Presidential Campaign News: Internet Boom in '08

First or second mentions	Oct 2004 %	Oct 2008* %	'04-'08 *Change*
Television	76	72	-4
Internet	10	33	**+23**
Newspapers	28	29	+1
Radio	15	21	+6
Magazines	2	3	+1
Other	3	2	-1
Don't know	2	1	-1

Figures add to more than 100% because multiple responses were allowed.

*Based on combined surveys conducted Oct 17-20 and Oct 24-27, 2008. [N=2,011]

Pourquoi?



Circulation classique, multiplateformes de l'information

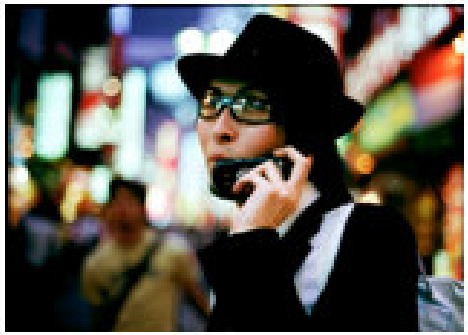
1 - Les « breaking news » arrivent sur nos mobiles.

2 - Nous en regardons les développements sur nos ordinateurs.

3 – Nous cherchons des illustrations et de « la couleur » à la télévision.

4 – Nous voulons le contexte et l'explication dans nos journaux et magazines.

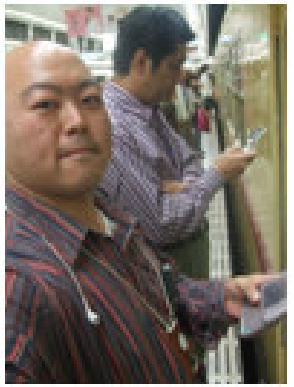
Nouvelles manières de s'informer



Et une nouvelle exigence:

« Anywhere, Anytime, Anyhow »

Et un danger : attention crash !



La génération Internet

Generation Y, Digital Natives, Millenials

- **Mode de vie numérique** (jeux vidéo > Hollywood)
- **Réseaux sociaux**
- **Téléphones portables**
- **Réalité virtuelle**

USA: 3% des étudiants lisent des journaux

Where do they get most of their news?

- 38% Web sites
- 35% TV news shows
- 10% Radio
- 8% Talking to friends
- 5% TV late-night shows
- 3% Newspapers
- 2% Blogs
- 1% News magazines

Seulement un quart des jeunes américains de moins de 30 ans ont suivi la campagne présidentielle à la télévision.

Online News Sources

- **VCU Students**
  - 20% Google
  - 17% CNN
  - 15% Yahoo
  - 8% MSN
  - 6% AOL
  - 4% inRich.com/RTD
  - 4% ESPN
  - 4% WashPost.com
  - 3% Perezhilton.com
  - 2% FoxNews
- **United States**
  - 1. Yahoo
  - 2. CNN
  - 3. MSNBC
  - 4. AOL
  - 5. NYTimes.com
  - 6. Tribune Newspapers
  - 7. Gannett Newspapers
  - 8. Google
  - 9. USAToday.com
  - 10. ABCNews.com

(Source: Nielsen Online, Dec. 2007)

«Si une info est importante, elle me trouvera!»

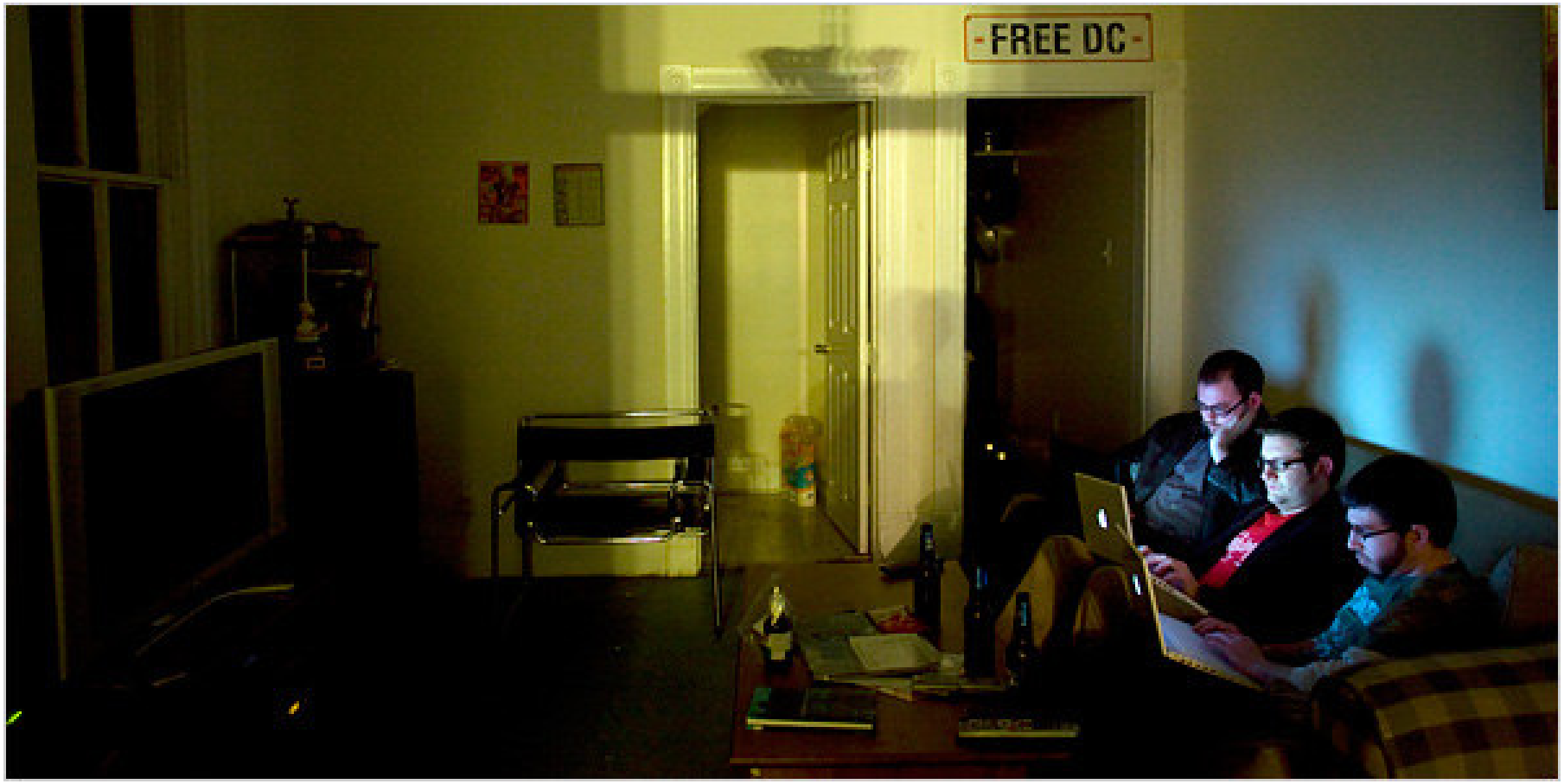
- **Phénomène basé sur l'utilisation et le partage**

- **Les jeunes ont une relation avec un article, une photo ou une vidéo d'un média traditionnel mais plus une relation avec la Une d'un journal.**

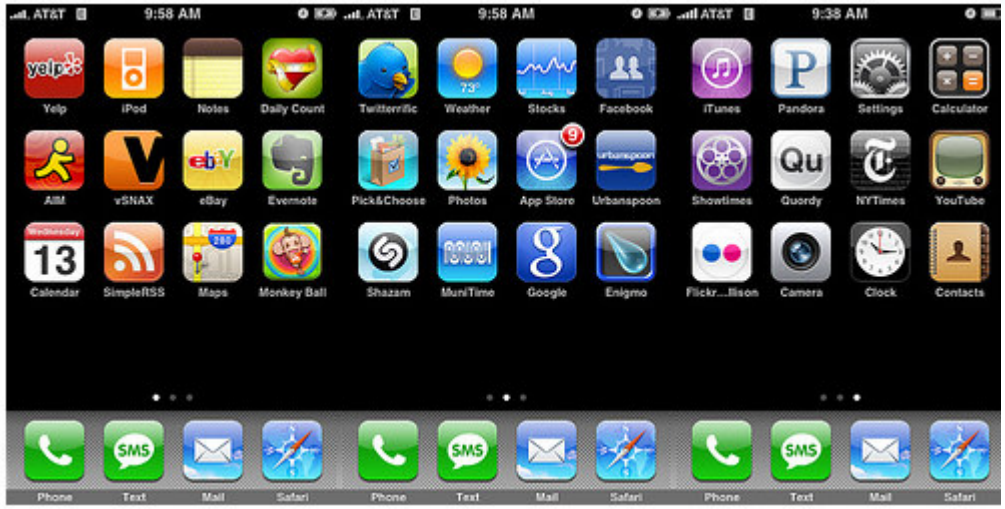
The Solar System of Me !

Le multi tasking

La génération « on demand »



La génération débranchée mais connectée



Nouvelles plateformes

LinkedIn

YouTube

Mode d’accès pour vos contenus

- Kiosque
- Abonnements

- E-mail, IM
- Portails
- Agrégateurs
- Flux RSS
- Widgets
- Réseaux sociaux
- Web instantané
- Mobiles etc…

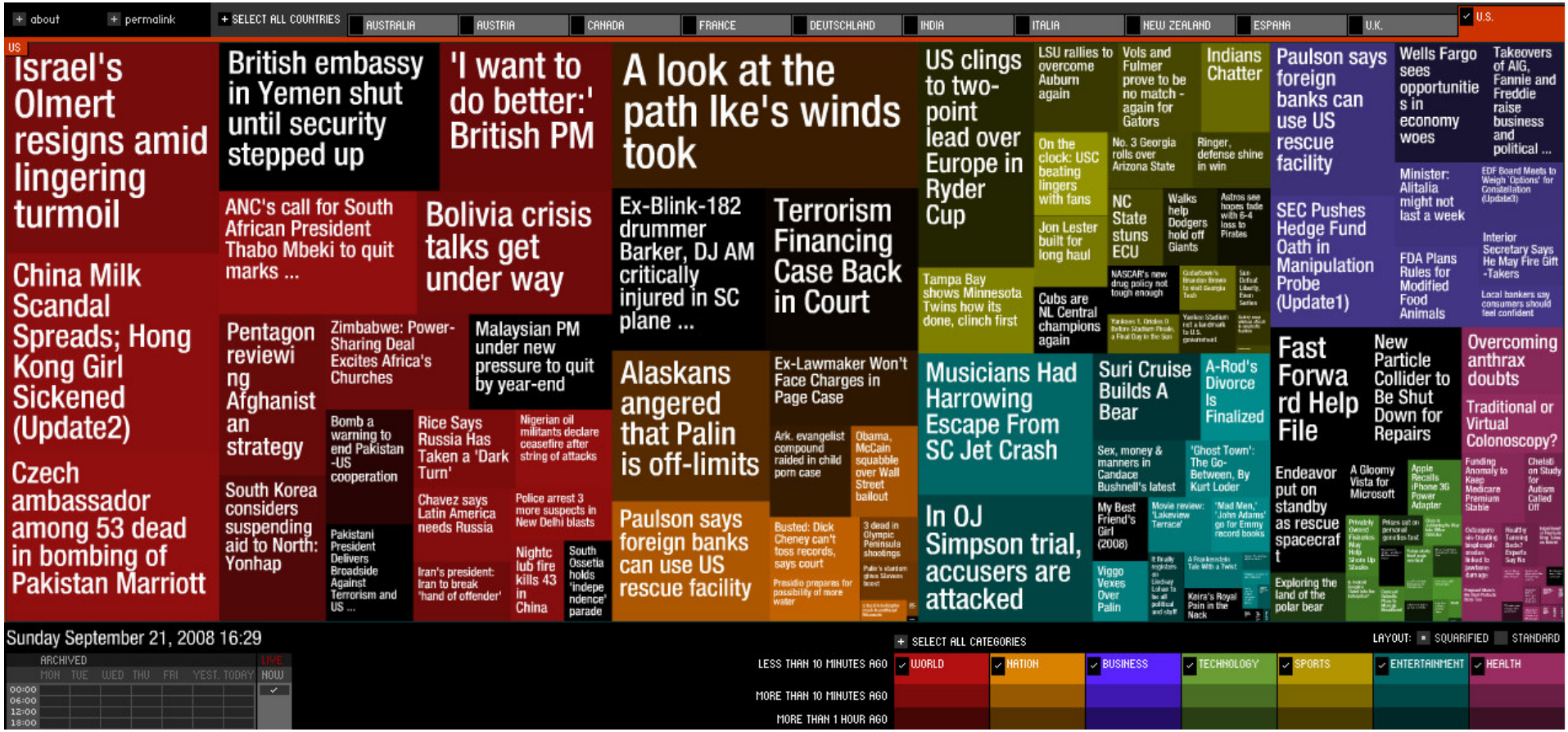
Nouveaus sites d'infos pur web

Politique : Huffington Post, Politico, Daily Beast

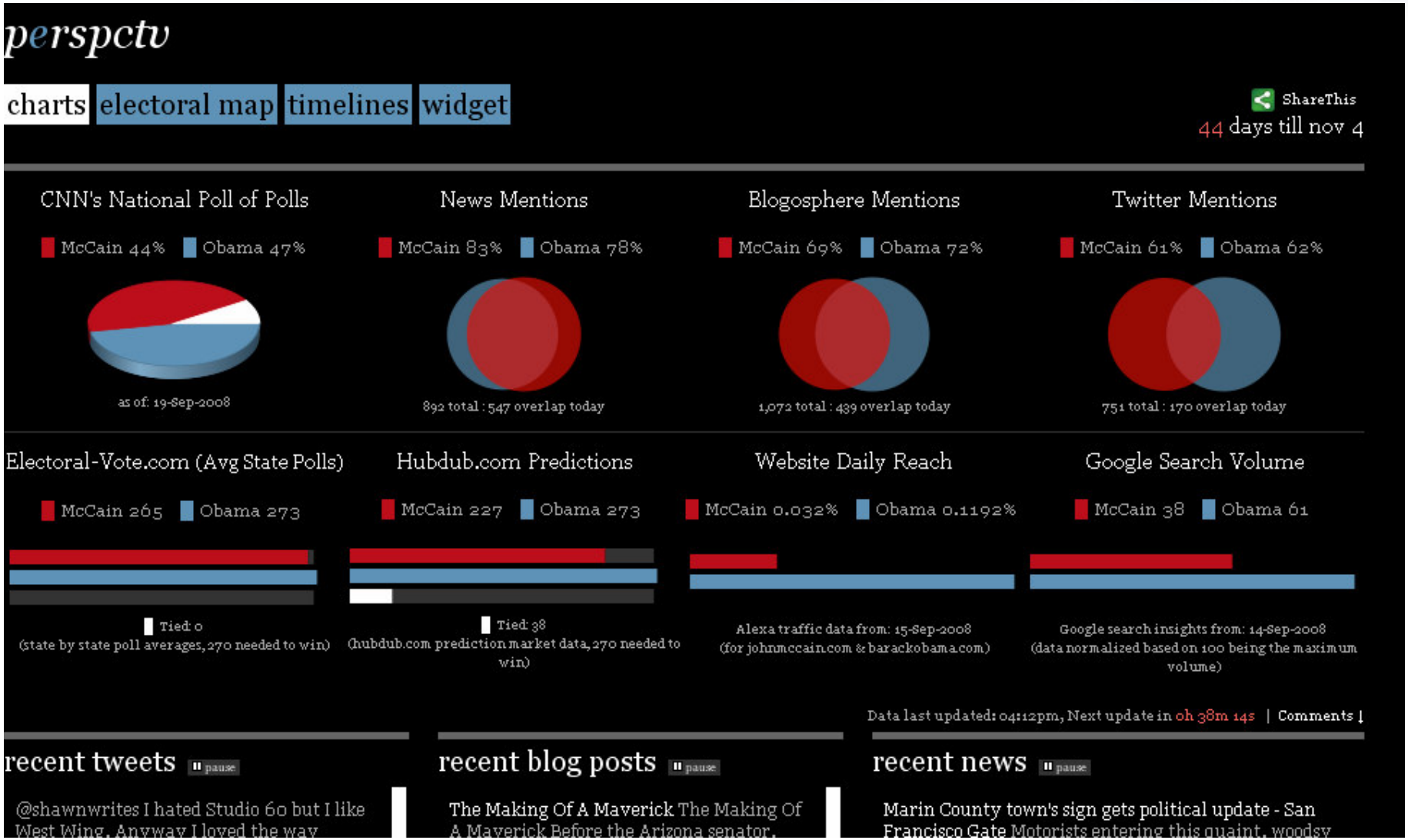
Gen : Digg, Redditt, Newsvine, Del.icio.us, ClearPolitcs, Polymeme…

Tech : TechCrunch, gigom, engadget, gizmodo, techmeme…

Nouvelles présentations


about
permalink
SELECT ALL COUNTRIES
AUSTRALIA
AUSTRIA
CANADA
FRANCE
DEUTSCHLAND
INDIA
ITALIA
NEW ZEALAND
ESPANA
U.K.
U.S.
US
Israel's Olmert resigns amid lingering turmoil
China Milk Scandal Spreads; Hong Kong Girl Sickened (Update2)
Czech ambassador among 53 dead in bombing of Pakistan Marriott
British embassy in Yemen shut until security stepped up
'I want to do better:' British PM
ANC's call for South African President Thabo Mbeki to quit marks ...
Bolivia crisis talks get under way
Pentagon reviewing Afghanistan strategy
Zimbabwe: Power-Sharing Deal Excites Africa's Churches
Malaysian PM under new pressure to quit by year-end
Bomb a warning to end Pakistan-US cooperation
Rice Says Russia Has Taken a 'Dark Turn'
Nigerian oil militants declare ceasefire after string of attacks
South Korea considers suspending aid to North: Yonhap
Chavez says Latin America needs Russia
Police arrest 3 more suspects in New Delhi blasts
Pakistani President Delivers Broadside Against Terrorism and US ...
Iran's president: Iran to break 'hand of offender'
Nightclub fire kills 43 in China
South Ossetia holds 'independence' parade
A look at the path Ike's winds took
Ex-Blink-182 drummer Barker, DJ AM critically injured in SC plane ...
Terrorism Financing Case Back in Court
Alaskans angered that Palin is off-limits
Ex-Lawmaker Won't Face Charges in Page Case
Ark. evangelist compound raided in child porn case
Obama, McCain squabble over Wall Street bailout
Busted: Dick Cheney can't toss records, says court
3 dead in Olympic Peninsula shootings
Paulson says foreign banks can use US rescue facility
Presidio prepares for possibility of more water
US clings to two-point lead over Europe in Ryder Cup
LSU rallies to overcome Auburn again
Vols and Fulmer prove to be no match - again for Gators
Indians Chatter
On the clock: USC beating lingers with fans
No. 3 Georgia rolls over Arizona State
Ringer, defense shine in win
Jon Lester built for long haul
NC State stuns ECU
Walks help Dodgers hold off Giants
Astros see hopes fade with 6-4 loss to Pirates
Tampa Bay shows Minnesota Twins how its done, clinch first
NASCAR's new drug policy not tough enough
Cubs are NL Central champions again
Musicians Had Harrowing Escape From SC Jet Crash
Suri Cruise Builds A Bear
A-Rod's Divorce Is Finalized
Sex, money & manners in Candace Bushnell's latest
'Ghost Town': The Go-Between, By Kurt Loder
In OJ Simpson trial, accusers are attacked
My Best Friend's Girl (2008)
Movie review: 'Lakeview Terrace'
'Mad Men,' 'John Adams' go for Emmy record books
Viggo Vexes Over Palin
Keira's Royal Pain in the Neck
Paulson says foreign banks can use US rescue facility
Wells Fargo sees opportunities in economy woes
Takeovers of AIG, Fannie and Freddie raise business and political ...
SEC Pushes Hedge Fund Oath in Manipulation Probe (Update1)
Minister: Alitalia might not last a week
EDF Board Meets to Weigh 'Options' for Constellation (Update3)
FDA Plans Rules for Modified Food Animals
Interior Secretary Says He May Fire Gift-Takers
Local bankers say consumers should feel confident
Fast Forward Help File
New Particle Collider to Be Shut Down for Repairs
Overcoming anthrax doubts
Traditional or Virtual Colonoscopy?
Endeavor put on standby as rescue spacecraft
A Gloomy Vista for Microsoft
Apple Recalls iPhone 3G Power Adapter
Funding Anomaly to Keep Medicare Premium Stable
Exploring the land of the polar bear
Sunday September 21, 2008 16:29
ARCHIVED
LIVE
MON TUE WED THU FRI YEST. TODAY NOW
00:00
06:00
12:00
18:00
SELECT ALL CATEGORIES
LAYOUT: SQUARIFIED STANDARD
LESS THAN 10 MINUTES AGO
MORE THAN 10 MINUTES AGO
MORE THAN 1 HOUR AGO
WORLD
NATION
BUSINESS
TECHNOLOGY
SPORTS
ENTERTAINMENT
HEALTH

Nouvelles présentations



Nouveaux besoins

- Aide pour trier, trouver le contexte et donner du sens
- Aide dans leur nouvelles missions de passeurs de nouvelles (carrefour, plaque tournante, hub)
- Aide par des contenus plus en phase

Conseils

- "**Au lieu de jouer la rareté, cherchez la valeur dans l'ubiquité**". En d'autres termes: "**Existez partout !**" .
- « **Soyez trouvables !** » (et donc travaillez plus le référencement)

- **Enrichissez l'information par les nouvelles technologies**
- **Coopérez**
- **Misez sur les services, in-copiables**

MERCI !
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